Program Proposal

Multimedia Technology

October 25, 2012
**New Program or Program Change Proposal Form**

<table>
<thead>
<tr>
<th>Date of Proposal:</th>
<th>10.25.2012</th>
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<tbody>
<tr>
<td>Author:</td>
<td>Wes Taylor</td>
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<tr>
<td>Proposal Type:</td>
<td><strong>New Program</strong></td>
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<tr>
<td>Program Name:</td>
<td>Multimedia Technology</td>
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<tr>
<td>CIP Code:</td>
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<tr>
<td>Contact for the Program:</td>
<td>Wes Taylor</td>
</tr>
<tr>
<td>Division in Which Program is Currently or Will Be Held:</td>
<td>Professional Careers</td>
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<tr>
<td>Proposal Start (Term/Year):</td>
<td>Fall 2013</td>
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<tr>
<td>Program Description:</td>
<td>The Multimedia Technology program at South Central College is a fast paced technology and culture driven major. This program provides students with design and software skills that will enable them to develop work that utilizes animation, graphics, illustration, videography, photography and user interactivity. Using a project-oriented approach, the Multimedia Technology program aims to develop and nurture the creativity, passion, and industry knowledge required for meaningful employment in computer-aided multimedia design.</td>
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<tr>
<td>Degrees Offered:</td>
<td>AS</td>
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<td>Program Location:</td>
<td>Faribault Campus</td>
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<tr>
<td>Prerequisites:</td>
<td>None</td>
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<tr>
<td>Number of Credits:</td>
<td>60</td>
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<tr>
<td>If There is a Program Change, Summarize Changes to the Program:</td>
<td></td>
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<tr>
<td>Rationale for Program Development or Program Change:</td>
<td>Multimedia is transforming the world of information communication as design, video, audio and photography technologies move into the digital realm. This is an emerging, and evolving industry being used to produce interactive and dynamic presentations including Internet and electronic device applications. Multimedia skills are in demand in corporate industry, scientific fields, education and communication fields, service-providing businesses, and the entertainment industries in southern Minnesota. This is an ever-changing field and jobs are found in corporate businesses as well as with design and multimedia firms.</td>
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<tr>
<td>What Impact Will this New Program or Change Have on Other Programs or Areas?</td>
<td>There will be a definite tie with the current Graphic Communications program and with other programs. The majority of the technical course work is offered through Graphic Communications. Other technical courses will come from Marketing and Computer Careers.</td>
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<tr>
<td>Are There Articulations With Other Colleges?</td>
<td>List College(s): Currently in progress in creating articulation agreements with Bethany Lutheran College and Bemidji State University.</td>
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**Multimedia Technology - AS Degree  
60 Credits**

**Degree Description**
The Multimedia Technology program at South Central College is a fast-paced technology and culture-driven major.

This program provides students with design and software skills that will enable them to develop work that utilizes animation, graphics, illustration, videography, photography, and user interactivity. Using a project-oriented approach, the Multimedia Technology program aims to develop and nurture the creativity, passion, and industry knowledge required for meaningful employment in computer-aided multimedia design.

**Students enrolled in this program will benefit from:**

- Personalized attention
- Current computer labs and work stations
- Comfortable and relaxed atmosphere for learning
- Education that evolves with technology
- Create and design original works using graphics, video, photography, sound, and animation.
- Develop communication, management, and analytical skills
- Involvement with real-world community projects
- Learn design theory and interact with the latest multimedia authoring software
- Design and launch their own multimedia project individually, as part of a team, and/or complete an internship within the media field
- Development of a portfolio to share with prospective employers

Students who earn South Central College’s AS degree in Multimedia Technology have the option for a seamless transfer of those credits through a 2+2 partnership with Bethany Lutheran College to work toward a bachelor’s degree.

Multimedia is transforming the world of information communication as design, video, audio, and photography technologies move into the digital realm. This is an emerging, evolving, and exciting industry being used to produce interactive and dynamic presentations including Internet and electronic device applications.

Multimedia skills are in demand in corporate industry, scientific fields, education and communication fields, service-providing businesses, and the entertainment industries. This is an ever-changing field and jobs are found in corporate businesses as well as with design and multimedia firms.

**Core Competencies**

1. Demonstrate proficiency and use of digital publishing softwares to prepare professional looking material.
2. Demonstrate principles, elements and planning processes of design when preparing digital layouts.
3. Create a digital production for an audio-video presentation to prepare professional looking material.
4. Demonstrate proficiency and development of computer animation to attain professional-looking material.
5. Demonstrate the use of art elements and principles to photographic works of visual art in digital photographic media to attain professional looking material.
6. Integrate industry production principles in a fast-paced and ever-changing industry
Multimedia Technology AS degree Course Work
(30 technical credits + 30 Liberal Arts and Sciences credits)

Required Technical Courses (30 Credits)

Completion of the following 6 courses:

GCC 1120 Graphic Software 1 (4 Credits)
GCC 1130 Layout and Typography (3 Credits)
GCC 1220 Graphic Software 2 (4 Credits)
GCC 1250 Web Interactive Media 1 (3 Credits)
GCC 2150 Web/Interactive Media 2 (3 Credits)
COMP 2145 Web Programming (4 Credits)

Completion of 3 credits of one or a combination of the following 2 courses:

XXX 2295 Multimedia Design Internship (1 - 3 Credits)
or
XXX 2285 Multimedia Design Capstone (1 - 3 Credits)

Completion of 2 of the following 3 courses:

MKT 1810 Principles of Marketing (3 Credits)
or
MKT 1820 Introduction to Business (3 Credits)
or
MKT 1840 Principles of Advertising (3 Credits)

Required Liberal Arts and Sciences (30 Credits)
To complete an AS Degree, students must complete 30 MNTC credits from 6 of the 10 MNTC goal areas.

Completion of the Required Courses
(all of these courses are from MNTC goal area 6: Humanities and Fine Arts)

ART 140 Digital Photography (3 Credits) (MNTC 6: Humanities and Fine Arts)
ART 180 Digital Photography 2 (3 Credits) (MNTC 6: Humanities and Fine Arts)
ART XXX Video Production 1 (3 Credits) (MNTC 6: Humanities and Fine Arts) to be developed
ART XXX Video Production 2 (3 Credits) (MNTC 6: Humanities and Fine Arts) to be developed

Completion of 18 credits from the following courses.

You must have 5 more MNTC goal areas covered.
One course from MNTC Goals 1, 2 and 9 are required for the multimedia technology degree.

MNTC Goal Area 1 - Oral and Written Communication

(One course from MNTC goal area 1 is required for the multimedia technology degree)

ENGL 100 Composition (4 Credits) (MNTC 1: Communication)
or
COMM 110 Public Speaking (3 Credits) (MNTC 1: Communication)

MNTC Goal Area 2 - Critical Thinking

(One course from MNTC goal area 2 is required for the multimedia technology degree)
HUM 100 Critical Thinking (3 Credits) (MNTC 2: Critical Thinking)
or
PHIL100 Ethics in Society (3 Credits) (MNTC 2, 9: Critical Thinking, Ethical & Civil Responsibility)
or
PHIL210 Environmental Ethics (3 Credits) (MNTC 2, 10: Critical Thinking, People and the Environment)
Instructor approval or previous PHIL course

MNTC Goal Area 3 - Natural Sciences

GEOG 100 Elements of Geography (3 Credits) (MNTC 3, 10: Natural Sciences, People & the Environment)

MNTC Goal Area 4 - Mathematical/Logical Reasoning

MATH115 Concepts in Math (4 credits) (MNTC 4: Mathematical /Logical Reasoning)
or
MATH120 College Algebra (4 credits) (MNTC 4: Mathematical /Logical Reasoning)

MNTC Goal Area 5 - History and Social Sciences

PSYC100 Introduction to Psychology (4 Credits) (MNTC 5: History/Social & Behavioral Sciences)
or
POL 110 American Government (3 Credits) (MNTC 5: History/Social & Behavioral Sciences)
or
SOC101 Introduction to Sociology (3 Credits) (MNTC 5, 8: History/Social & Behavioral Sciences, Global Perspective)
or
SOC201 Marriage and Family (3 Credits) (MNTC 5, 7: History/Social & Behavioral Sciences, Human Diversity)

MNTC Goal Area 7 – Human Diversity

COM130 Intercultural Communication (3 Credits) (MNTC 7, 8: Human Diversity, Global Perspective)
or
SOC201 Marriage and Family (3 Credits) (MNTC 5, 7: History/Social & Behavioral Sciences, Human Diversity)

MNTC Goal Area 8 – Global Perspective

ART201 Art History I (3 Credits) (MNTC 6, 8 Humanities and Art, Global Perspective)
or
COM130 Intercultural Communication (3 Credits) (MNTC 7, 8: Human Diversity, Global Perspective)
or
SOC101 Introduction to Sociology (3 Credits) (MNTC 5, 8: History/Social & Behavioral Sciences, Global Perspective)

MNTC Goal Area 9 – Ethical and Civic Responsibility

(One course from MNTC goal area 9 is required for the multimedia technology degree)

MASS110 Introduction to Mass Communication (3 Credits) (MNTC 9: Ethical and Civic Responsibility)
or
PHIL100 Ethics in Society (3 Credits) (MNTC 2, 9: Critical Thinking, Ethical & Civil Responsibility)
or
PHIL215 Business Ethics (3 Credits) (MNTC 9: Ethical and Civic Responsibility)
Goal Area 10 - People and the Environment

GEOG 100 Elements of Geography (3 Credits) (MNTC 3, 10: Natural Sciences, People & the Environment)
or
PHIL 210 Environmental Ethics (3 Credits) (MNTC 2,10: Critical Thinking, People and the Environment)
Instructor approval or previous PHIL course
or
HHP101 Health and the Environment (3 Credits) (MNTC 10: People and the Environment)

PLEASE NOTE: All program plans are preliminary and curriculum may change without notice. Your catalog of record may have different requirements.
Multimedia Technology - Advisory Board

Ben Jacobson - Russell and Associates - Mankato
Dave Kruse – Sunstone - Mankato
Andy Overn - Bethany Lutheran College - Mankato
Kurt Paulsen - Bethany Lutheran College - Mankato
Luke Winzenberg - WinzArt Inc. - Blooming Prairie
Andy Lundquist – Sunstone - Mankato
Daniel Dinsmore – Dinsmore Photography - Mankato
Wes Schuck - NoAlternativeMedia (Two Fish) – Mankato
Ryan Sturgis – NoAlternativeMedia (Two Fish) – Mankato
Jeff Poole - KEYC Television - Mankato
Robert Petersen - ProFire Creative Design - Mankato
Bill Kruse – PixelFarm - Minneapolis
Tom Doeden – PixelFarm – Minneapolis
Multimedia Program – Advisory Board Group

Thursday, September 27, 2012

Attendees:
Bill Kruse – PixelFarm - Minneapolis
Tom Doeden – PixelFarm – Minneapolis
Ben Jacobson - Russell and Associates
Dave Kruse – Sunstone - Mankato
Andy Overn - Bethany Lutheran College - Mankato
Kurt Paulsen - Bethany Lutheran College - Mankato
Luke Winzenberg - WinzArt Inc. - Blooming Prairie
Andy Lundquist – Sunstone - Mankato
Daniel Dinsmore – Dinsmore Photography - Mankato
Ryan Sturgis – NoAlternativeMedia (Two Fish) - Mankato

Jane Greathouse
Gale Bigbee
Wes Taylor

Welcome – Jane Greathouse, Interim Dean of Liberal Arts & Professional Careers
Facilitation ground rules – Beth Danberry

Question 1. What does Multimedia mean to you?
• Video
• Definition is changing
• Integration
• Using multiple forms to integrate, to tell a story
• Fundamentally about communication
• Imperative for reaching desired audience
• To draw in the audience, adding a little extra
• Becoming very user interactive, they (users) can drive what happens
• To web mobile - every device
• Change is so fast, becoming almost reactive...weird.
• Technology assists and drives this work
• Hot phrase...Transmedia (telling a story across multiple formats)
• Obligated to create eco systems in broader scope (more than 1 platform)
• Creativity
• Art
• Some programming skills are necessary
• Brings data, art, and creativity together

**Question 2. What is the growth potential in the multimedia industry overall, and in your business?**

• Great…it’s gotten faster, more important
  o With idea of transmedia (across mediums)
  o Imperative to start a program
  o Art – Communication
• So much of our life has a connection to multimedia
• Everyone expects customization...something new
• More jack of all trades, but also projects require several “experts” to make it work
• Apple ( #1) started with less technological aware
• Limitless horizon, central in global market
• Kids expect to “touch” and “do”
• Lots of user interface with hardware – controls for frig, stove, etc.
• Everything is touch screen something

**2-year versus a 4-year degree? When hiring?**

• When Andy L was attending there were more 2-year options for video (hands on), also completed Bachelors (limited hands on)
• 2-year exposure helpful
• Depends on your work/product
• Depends on demo – But a 4-year education gives broader experience, well rounded, Liberal Arts like Psychology courses. A 4-year experience is an extra boost.
• **Question to SCC:** Where is your interest? Your purpose? Story teller vs. technical? This is a fundamental question that you will need to sort out.
  o (Wes) Bryan’s vision – We are at a genesis stage. A look at other colleges appears to build around faculty talent. Would like to have input from industry.
• Students will come in with more technical capacity – build on it with storytelling or function
  o (Wes) teaching photography – students want more, the story telling piece with an ability to “move” people
• In a recent deep dive at PixelFarm – looking across all areas and positions (roughly 65 employees) found that the common thread to be story telling

**Question 3. Wage**
• Entry level position doesn’t exist
• Internships (Metro area has 5-6 art based schools)
• Relatively low wages, very competitive, most hires come out of internship pool
• School require internships
• Mid to upper 20’s can move up (for animation)
• Concur, internships allow individuals to display skills, passion level, and storytelling ability
• Is the student a fit? Able to put people on projects based on what’s at hand. What they are paid is dependent on market $500 – $5000 for a 3 week project. Depends on what projects are available…so it is inconsistent
• Hired staff, start at mid-20s to low 30s
• Encourage (SCC) to look differently at graduates/degrees; there is no barrier to finding TALENT. Currently working with someone in Texas.
• Too much curriculum built around art, need more practical, commercial type work (special applications & brand work)
• SCC does do this type of curriculum
• Show your instructor something special – passion – special – love this
• Faculty must push students to go above and beyond to get a job
• If you leave it to students to decide they will go towards art…push them to pragmatic work…educators must push it.

Question 4. What should the core curriculum include for a Multimedia program?
• Basics (video, photography, graphics, animation/programming)
• User interface; lots of ways you may take it
• Story teller vs. technician
• Artist (Photography, drawing, design, typography) and Technical (Adobe Suite)
  ▪ Need to understand both sides
• Psychology of different multimedia (how it works in the world, understanding how it works)
• Visual semiotics (the study of signs and symbols) - the reasons behind what works/doesn’t work
• Informs the students decisions
• Calculus example...make sure you explain purpose/reason on the front end
• What we call media is very broad. Students find it difficult to figure out.
• Capture all/consolidate into one pill
• Psychology/semiotics first, then figure out the platform
• Social Media (crowd sourcing, addressing complaints, soft skill communication, from perspective of the brand)
• Audio editing, wave form and other formats
• Know the software, but be able to identify the problem
• Problem solving capacity (real world concepts)
• A business course (to understand work flows, efficiency, etc.)
• Gain an understanding of the landscape
• Bookend/Pragmatics of entering the workforce
  ▪ Present yourself
  ▪ Practical
  ▪ Moving from academics to profession
• Online persona
• Key to research - if you ask the right questions on the internet you can find the answer
• Give students a tool box on how to learn on your own – navigate information
• It’s out there…but you have to ask the right question to find it or find others who can tell you
• Also can research to learn more about your customer
• Cross discipline (with Business, Marketing, Computer Science)
• Intro to 3-D

Question 5. Benefits or Obstacles?
• If difficult to find employment, students could build on skills with more education
• A 2-year education accumulates less debt
  ▪ Though a 4-year education is well rounded
  ▪ College is expensive
• Universities are pricing themselves out of the market; 2-years are more demand driven = opportunity
• Get to 1st position in the industry
• It is less expensive to start up (a program) today than it was 15 years ago
  ▪ Technology changes/moving fast; Benefit is to teach students how to learn
• You can look at the student portfolio and see who is going to make it
  ▪ Fundamentals
• Always liked colleges focus on job placement
  ▪ Because this area is growing
  ▪ But some students will want 9-5 job in the area, but this is not like health care options – more of a challenge to ensure placement
  ▪ This is so entrepreneurial
  ▪ Have to learn self-promotion (cannot simply rely on a degree)
• Innovate/Communicate
• Mobile & Web development
• Demand for: Dev (developers) people/capacity
• Mobile app opportunities
• Independent developers
• PixelFarm had a 6-week search to find Dev people
Question 6. What geographical market area would we possibly be drawing students from for this program?

- With H14 complete possibly more from Owatonna area
- Don’t aspire to draw from cities initially
  - AI, CAD, MCTC, Brown – all have a long history
- Southern MN in general
- New innovative/could be edgy
- The promotion should highlight the tools you will provide

Question 7. Are there any concerns from an employer’s or business owner’s perspective regarding a Multimedia program?

- (Contact with Wes) my 1st exposure to college
- Geography still does mean something despite our “global”
- Demand for multimedia is going to go up
- Not all students want to go to the metro
- Businesses threatened by this aren’t likely to stay competitive
- Exciting - involvement in conversation
- Build talent
- Concern
  - 5 years down the road; changing fast
  - Curriculum has to be so dynamic
  - Mid-term changes if necessary
  - Always throw out
- Shelf-life for skills is 12 to 18 months (Always changing)
- Base fundamentals are so important
- Future - Flash (some think it will be going away), HTML5
- Instructors always need to be adapting/changing
  - Use generic course titles “interactive X” that allow for constantly changing forms/tools
  - Use adjunct faculty to keep up with industry changes
- Look to Business Innovation concepts
  - 24 hour period collaborate with anyone in the corporation
  - 2 quarters on, 1 quarter off